

## Message Text

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PAGE 01 STATE 047112

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R 032059Z MAR 75

FM SECSTATE WASHDC  
TO AMEMBASSY MEXICO

UNCLAS STATE 047112

E.O. 11652: N/A

TAGS: BEXP MX

SUBJ: VISIT OF RODNEY L. BORUM

1. MR. RODNEY L. BORUM, PRESIDENT OF PRINTING INDUSTRIES OF AMERICA, INC., WILL BE IN MEXICO CITY ON THURSDAY, APRIL 10. PURPOSE OF MR. BORUM'S VISIT IS TO MEET WITH LIC. AUGUSTO ESPINOSA RODREQUES, PRESIDENT OF CAMERA NACIONAL DE LA INDUSTRIA DE ARTES GRAFICAS (CNIAG), THE TRADE ASSOC. REPRESENTING MEXICO'S COMMERCIAL PRINTERS AND GRAPHIC ARTS ESTABLISHMENTS.

2. BORUM HAS MET WITH REPRESENTATIVES OF THE MEXICAN GOVERNMENT IN THE UNITED STATES TO DISCUSS HIS VISIT TO THEIR COUNTRY.

3. THE PRINTING INDUSTRIES OF AMERICA (PIA), (HEAD-QUARTERED AT ARLINGTON, VA.), LARGEST TRADE ASSOC. OF THE U.S. GRAPHIC INDUSTRIES, HAS 7,400 MEMBER FIRMS INCLUDING APPROXIMATELY 700 COMPANIES FROM OTHER COUNTRIES. RODNEY BORUM, PIA'S PRESIDENT FOR THE PAST FIVE YEARS, WAS PREVIOUSLY ADMINISTRATOR OF THE U.S. DEPT. OF COMMERCE'S BUSINESS AND DEFENSE SERVICES ADMIN., PREDECESSOR TO THE BUREAU OF DOMESTIC COMMERCE.

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4. PURPOSE OF BORUM'S MEETING IS TO DEVELOP STRONGER RELATIONSHIPS BETWEEN THE TWO TRADE ASSOCIATIONS, WHICH SHARE A COMMONALITY OF MEMBERSHIP INTEREST AND ACTIVITIES.

5. MR. BORUM WILL RESIDE AT THE HOTEL MARIA ISABEL-SHERATON. HE PLANS TO MEET WITH ROBERT FOGLESON AND WILLIAM SUGG, MEMBERS OF THE U.S. TRADE CENTER. BORUM'S VISIT HAS A HIGH PRIORITY PER MEXICAN EMBASSY HERE, WE WOULD THEREFORE APPRECIATE IF ARRANGEMENTS CAN BE MADE FOR HIM TO MEET WITH THE U.S. AMBASSADOR AND THE U.S. COMMERCIAL COUNSELOR DURING HIS STAY. KISSINGER

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## Message Attributes

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